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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/893,265	06/26/2001	Tony Cheng	IGYG:002	1889
7590	07/27/2004		EXAMINER	
			WOO, ISAAC M	
			ART UNIT	PAPER NUMBER
			2172	
DATE MAILED: 07/27/2004				

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/893,265	CHENG ET AL. <i>[Signature]</i>
	<b>Examiner</b>	<b>Art Unit</b>
	Isaac M Woo	2172

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

1) Responsive to communication(s) filed on 07 May 2004.  
 2a) This action is FINAL.                    2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

4) Claim(s) 1-20 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-7,9-13 and 18-20 is/are rejected.  
 7) Claim(s) 8 and 14-17 is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

1) <input type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date: _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date: _____	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____

**DETAILED ACTION**

1. This action is in response to Applicant's Request for Reconsiderations filed on May 07, 2004 have been considered but they are not persuasive.
2. The pending claims are 1-20.

***Response to Arguments***

3. In response to Applicant's remark filed on May 07, 2004, the following factual arguments are noted:
  - a. Lynch and/or Reese do not disclose or suggest for database that provides specifying contributor contents records and contributor profile records, and comparing at least a portion of the user profile record with at least two contributor profile records.
  - b. Lynch does not disclose or suggest information submitted by contributor to increase the number of contributor content records in the database, and providing valuable consideration to the contributor in exchange for the submitted information.
  - c. Lynch does not disclose or suggest receiving foundation content; means for comparing the user profile record and the user search query with the foundation content; and means for generating additional personalized information comprising selected foundation content records based upon the user profile record and the user search query.

Examiner does not agree. In response to a, Lynch discloses, "Database 14 is preferably a relational database, which resides in a data storage medium. A traveler portfolio 18 and a business entity portfolio 20 are included in the relational database 14 in system 10, for each individual traveler and business entity customer of the agency. In addition, the relational database contains a travel agency portfolio 22", (col. 3, lines 31-38). And Lynch discloses, "portfolio 22 contains, at a minimum, information that is used to determine the travel agency's preferred travel plan in response to any itinerary submitted by a customer (individual and/or business entity) of the agency. This travel agency portfolio information may include, for example, the air carriers, automobile rental agencies, and hotels preferred and/or not preferred by the travel agency, a particular customer reservation system preferred by the agency, blocks of travel arrangements (e.g., airline seating on particular flights or hotel rooms on particular dates) available for sale exclusively by the agency, and promotional discounts available to the travel agency. Furthermore, the travel agency portfolio 22 may also contain the weighting values which are used by decision engine module 16 to ultimately determine a preferred travel plan. It should be noted that system 10 can be used and maintained by one or more travel agencies, in which case, travel agency portfolio 22 contains separate information for each travel agency", see (col. 3, lines 63-67 to col. 4, lines 1-14). This teaches the travel agency is the contributor, and provides information regarding travel agency itself (contributor profile records) and service information (contributor content records), also see (22, travel agency portfolio, fig.1, col. 3, lines 53-67 to col. 4, lines 1-

13, travel agency portfolio includes each travel agencies that is contributor profile records and each travel agency provides contributor content records. Lynch discloses contributor profile records discussed above. Lynch is missing comparing user profile records with contributor profile records, which is one of searching method, user profile records, as input query, and query the other profile records in the database. Reese discloses, "in step 930, the matching server receives a search request that includes a user profile (fig. 6) from a client. In step 940, the matching server compares the data in the aggregate database to the user profile supplied by the client. The matching server then delivers the matching data to the client in step 950", see (fig. 9, col. 7, lines 46-67 to col. 8, lines 1-54). This teaches user profile query in the database. Thus, Lynch and/or disclose database that provides specifying contributor contents records and contributor profile records, and comparing at least a portion of the user profile record with at least two contributor profile records.

In response to b, Lynch discloses the travel agencies information (contributor's information) provides information and the information can be valuable and can give consideration to contributor, see (fig.1, col. 3, lines 53-67 to col. 4, lines 1-13).

In response to c, this limitations are for querying and searching method with user profile records as input query and searching information against database as discussed above in response to a. Thus, Lynch teaches receiving foundation content; means for comparing the user profile record and the user search query with the foundation content; and means for generating additional personalized information comprising

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selected foundation content records based upon the user profile record and the user search query.

***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5. Claims 1-7, 9-13 and 18-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lynch et al (U.S. Patent No. 6,018,715, hereinafter, "Lynch") in view of Reese (U.S. Patent No. 6,374,237).

With respect to claims 1, 9 and 18, Lynch discloses the method, computer apparatus and computer system for providing personalized information, providing a database (14, fig. 1) comprising a plurality of contributor content records and a plurality of contributor profile records (22, travel agency portfolio, fig. 1, col. 3, lines 53-67 to col. 4, lines 1-13, travel agency portfolio includes each travel agencies that is contributor profile records and each travel agency provides contributor content records), wherein each contributor content record corresponds to a contributor profile record, see (col. 3, lines 53-67 to col. 4, lines 1-13, contributor profile record (each travel agency) provides

contributor content records); and wherein the database comprises descriptor information corresponding to the contributor content records (col. 3, lines 53-67 to col. 4, lines 1-13); obtaining a user profile record, see (incoming request, fig. 1, col. 5, lines 21-30, name of customer is one of user profile record); obtaining a user search query, see (incoming request, fig.1, col. 4, lines 13-24); comparing the user search query with at least a portion of the descriptor information (comparing with travel agency portfolio), see (122, 124, fig. 3, col. 7, lines 4-25); providing personalized information comprising contributor content records based upon the results of the comparisons, see (col. 7, lines 60-67 to col. 8, lines 1-18). Lynch discloses the user profile record, and contributor records, see (fig. 1, col. 5, lines 21-30, col. 3, lines 53-67 to col. 4, lines 1-13). Lynch does not explicitly disclose, "comparing at least a portion of the user profile record with at least two contributor profile records". Reese discloses, in step 930, the matching server receives a search request that includes a user profile (fig. 6) from a client. In step 940, the matching server compares the data in the aggregate database to the user profile supplied by the client. The matching server then delivers the matching data to the client in step 950, see (fig. 9, col. 7, lines 46-67 to col. 8, lines 1-54). This teaches the user profile is used as query input and search against profile records on server. Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to include comparing at least a portion of the user profile record with at least two contributor profile records as claimed in the system of Lynch to search based on user profile. Because the user profile record as a query input gets

search results that match user profile, which provides personalized search results to the user.

With respect to claims 2, 10 and 19, Lynch discloses, information submitted by a contributor to increase the number of contributor content records in the database, and providing valuable consideration to the contributor in exchange for the submitted information, see (fig.1, col. 3, lines 53-67 to col. 4, lines 1-13).

With respect to claim 3, Lynch discloses, varying the valuable consideration provided to the contributor, based on the quality of the contributor's contributor content records, wherein such quality is assessed by at least one user, see (col. 5, lines 21-48).

With respect to claims 4 and 11, Lynch discloses, the plurality of guidebook content records, and descriptor information corresponding to the guidebook content records, a) comparing the user search query and at least a portion of the user profile record with at least a portion of the descriptor information corresponding to a guidebook content record, and b) providing additional personalized information comprising guidebook content records based upon the results of the comparison in (a) above, see (col. 3, lines 53-67 to col. 4, lines 1-13).

With respect to claim 5, Lynch discloses, travel provider content comprising a plurality of travel provider content records, and descriptor information corresponding to

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the travel provider content records, a) comparing the user search query and at least a portion of the user profile record with at least a portion of the descriptor information corresponding to each travel provider content record, and b) providing additional personalized information comprising travel provider content records based upon the results of the comparison in (a) above, see (col. 3, lines 53-67 to col. 4, lines 1-13).

With respect to claim 6, Lynch discloses, the user profile record and the contributor profile records each comprise a plurality of corresponding data elements, see (14, fig.1, portfolio database, col. col. 1, lines 57-67 to col. 2, lines 1-20).

With respect to claim 7, Lynch discloses, the plurality of corresponding data elements comprises personal identification information, travel interests information, travel-related attributes, dining and accommodation preference information, favorite destination information, and aspired destination information, see (col. 5, lines 21-49).

With respect to claim 12, Lynch discloses, the user profile record includes at least two personal travel data elements related to a user, and wherein each contributor profile record includes at least two corresponding personal travel data elements related to a contributor, see (fig. 1, col. 3, lines 62-67 to col. 4, lines 1-24).

With respect to claim 13, Lynch discloses, the user personal travel data elements comprise information relating to the user's personal identification information, travel

interests information, travel-related attributes, and dining and accommodation preference information; and wherein the contributor personal travel data elements comprise information relating to the contributor's personal identification information, travel interests information, travel-related attributes, and dining and accommodation preference information, see (col. 3, lines 62-67 to col. 4, lines 1-24).

With respect to claim 20, Lynch discloses, means for receiving foundation content; means for comparing the user profile record and the user search query with the foundation content; and means for generating additional personalized information comprising selected foundation content records based upon the user profile record and the user search query, see (col. 7, lines 41-67 to col. 8, lines 1-17).

### ***Claim Objections***

6. Claims 8 and 14-17 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

***Conclusion***

7. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

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***Contact Information***

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Isaac M Woo whose telephone number is (703) 305-0081. The examiner can normally be reached on 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John E Breene can be reached on (703) 305-9790. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

IMW  
July 22, 2004

  
SHAHID ALAM  
PRIMARY EXAMINER